

**Last Received:** 09/14/2012 7:19 AM

**Showing Buylines: All Lines**

**Station** KSL-TV SALT LAKE CITY

Advertiser ( ) LOVE MIA

Product LOVE/CD4/R

Estimate# 912918

**Buyer** Patricia Dome

**Phone#**

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST. SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

**Flight Dates** 09/12/2012 - 09/18/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Sales Office ( ) WILMINGTON  
Salesperson ( ) JAMIE ANDRUS

Salesperson Phone# 202-872-1155

Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1		SU	10A-1030A	MORMON TIMES	:30	\$20.00	09/16-09/16	0	0	0	\$0.00	
Rating: 4.3												
2		SA	630P-7P	GAME NIGHT LIVE	:30	\$30.00	09/15-09/15	1	1	1	\$30.00	
Rating: 2.9												
3		SU	7A-8A	TODAY	:30	\$120.00	09/16-09/16	1	1	1	\$120.00	
Rating: 1.5												
4		SU	9A-930A	SUNDAY EDITION	:30	\$40.00	09/16-09/16	1	1	1	\$40.00	
Rating: 1.7												
5		W-TH	1035P-1135P	TONIGHT SHOW	:30	\$800.00	09/12-09/13	2	1	2	\$1,600.00	
Rating: 4.2												
Buyline Comment: 1/DAY												
7		TU	1035P-1135P	TONIGHT SHOW	:30	\$800.00	09/18-09/18	1	1	1	\$800.00	
Rating: 4.2												
8		SA	1035P-1105P	SPORTSBEAT	:30	\$550.00	09/15-09/15	1	1	1	\$550.00	
Rating: 2.8												
9		SA	6P-630P	6PM NEWS	:30	\$100.00	09/15-09/15	1	1	1	\$100.00	
Rating: 3.6												



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Product LOVE/CD4/R

Estimate# 912

**Buyer** Patricia Dome

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

( ) SADDLE RIDGE  
814 KING ST. SUITE 400

614 KING ST., SUITE 400  
ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/917918  
 ADDRESS, VA 22314

Agency C/I I/E	LOVE/OKIN/12/18
Flight Dates	09/12/2012 - 09/18/2012

Flight Dates  
Hiatus Weeks

**Rep Firm**

Rep FIRM  
Sales Office ( ) WASHINGTON

Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDREIS

James Person ( ) JAMIE ANDRUS

Salesperson Phone#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
	25	M-TU	4P-5P	KATIE	:30	\$90.00	09/17-09/18	2	1	2	\$180.00	
Rating: 2.0		Buyline Comment: 1/DAY										
	27	TH-F	6A-7A	TODAY 2	:30	\$100.00	09/13-09/14	2	1	2	\$200.00	
Rating: 2.2		Buyline Comment: 1/DAY										
	29	M	6A-7A	TODAY 2	:30	\$100.00	09/17-09/17	0	0	0	\$0.00	
Rating: 2.2		Buyline Comment: 1/DAY										
	31	W-F	3P-4P	DR PHIL	:30	\$175.00	09/12-09/14	3	1	3	\$525.00	
Rating: 1.1		Buyline Comment: 1/DAY										
	34	TU	3P-4P	DR PHIL	:30	\$50.00	09/18-09/18	1	1	1	\$50.00	
Rating: 1.1												
	35	F	630P-7P	GAME NIGHT LIVE	:30	\$120.00	09/14-09/14	1	1	1	\$120.00	
Rating: 2.4												
	36	W	8A-9A	TODAY	:30	\$110.00	09/12-09/12	0	0	0	\$0.00	
Rating: 2.0		Buyline Comment: 1/DAY										
	39	TU	8A-9A	TODAY	:30	\$525.00	09/18-09/18	1	1	1	\$525.00	
Rating: 2.0												
	40	W	5P-530P	NEWS @ 5P	:30	\$625.00	09/12-09/12	1	1	1	\$625.00	
Rating: 3.6												



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Advertiser ( ) LOVE, MIA    814 KING ST, SUITE 400    Sales Office ( ) JAMIE ANDRUS  
Product LOVE/CD4/R    ALEXANDRIA, VA 22314    Salesperson ( )  
Estimate# 912918    Agency C/P1/P2/E LOVE/ORDR/912918    Salesperson Phone# 202-872-1155  
Buyer Patricia Dome    Flight Dates 09/12/2012 - 09/18/2012    Salesperson FAX#  
Phone#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	52	TU	6A-7A	TODAY 2	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
Rating: 2.2    Buyline Comment: 1/DAY												
	53	TH-F	8A-9A	TODAY	:30	\$525.00	09/13-09/14	2	1	2	\$1,050.00	
Rating: 2.0    Buyline Comment: 1/DAY												
	54	SA	5A-7A	TODAY SHOW	:30	\$20.00	09/15-09/15	1	1	1	\$20.00	
	55	M-TU	3P-4P	DR PHIL	:30	\$50.00	09/17-09/18	2	1	2	\$100.00	
Rating: 2.0    Buyline Comment: 1/DAY												
	56	M	11A-12P	STUDIO 5	:30	\$110.00	09/17-09/17	1	1	1	\$110.00	
Rating: 2.0												

---REPORT TOTALS---  
Report Totals: 51 / \$25,405.00

---SALES MONTHLY TOTALS---  
Sep 12: 51 / \$25,405.00  
Sales Totals: 51 / \$25,405.00  
Station Totals: 51 / \$25,405.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$127,025  
CABL 0%    KJZZ 0%    KSL 20%    KSTU 0%    KTVX 0%  
KUCW 0%    KUTV 0%    NSL 0%    UNKN 80%

Books null  
Demos RA35+

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